



## **Puget Sound Starts Here Activity Summary**

**The first 9 months: September 2009 – June 2010**

**413 local organizations** participating in the campaign<sup>i</sup>

**65 cities and counties** participating in the campaign<sup>ii</sup>

**6,000 television ad broadcasts** across the twelve-county Puget Sound region<sup>iii</sup>

**3.5 million Puget Sound residents** have seen the television ads<sup>iv</sup>

**108 million television ad views**<sup>v</sup>

**Television ad broadcasts:** KIRO-7, KING-5, KCPQ-13, A&E, Discovery, Animal Planet, USA, the Travel Channel, the Food Network, HGTV and other channels<sup>vi</sup>

**Local access television broadcasts:** Tacoma, Seattle, Bellevue, Kent, Kirkland, Puyallup, Skagit County<sup>vii</sup>

**50,000 storm drain markers:** Mason County, Federal Way, Puyallup, Everett, Snohomish County, Monroe, Burien, Shelton, Bellevue, Bothell, Des Moines, DuPont, Duvall, Edmonds, Enumclaw, Issaquah, Lake Stevens, Lynnwood, Marysville, Port Angeles, Redmond, SeaTac, Sultan, Woodinville, Pierce County, Whatcom County<sup>viii</sup>

**Puget Sound Starts Here website:** hosted by former NBC News anchor and New Day Northwest host Margaret Larson – more than 80,000 views

**12,000 posters** produced in Spanish and English<sup>ix</sup>

**15,000 bumper stickers**<sup>x</sup>.

**15,000 temporary tattoos** for kids<sup>xi</sup>

**Movie trailers:** Skagit County (40,000 viewers per month), Port Angeles<sup>xii</sup>

**YouTube videos:** Pacific Lutheran University Media Lab, STORM, Straits ECO-Net<sup>xiii</sup>

**Low Impact Development Interpretive signs:** Seattle<sup>xiv</sup>

**Utility bill inserts:** Tacoma<sup>xv</sup>

**Dog park signs, dog bandanas:** Kitsap County<sup>xvi</sup>

**Home tip sheets:** Renton and Kirkland

**Yard care tip cards:** Bothell

**Bus boards:** Jefferson and Mason Counties, Everett, Bellevue, Redmond, Kirkland, Shoreline, Seattle, Port Angeles<sup>xvii</sup>

**Dog poop bags:** Thurston County, Mason County, Lacey, Tumwater, and Olympia<sup>xviii</sup>

**100+ geocaching sites:** Kitsap County<sup>xix</sup>

**Hood Canal poster, post card:** Hood Canal ECO-Net (*Do Some Good for the Hood*)<sup>xx</sup>

**Golf Tournament Quiz Competition:** Port Ludlow<sup>xxi</sup>

**Youth art and video contest:** King ECO-Net

**Radio ads** (KOMO-AM, KING-FM, Spirit-FM, KSER, KMAS-AM): Mason County, Snohomish County<sup>xxii</sup>

**Newspaper ads:** Mason County, San Juan County, Hood Canal, Pierce County<sup>xxiii</sup>

**Toolbox for partners:** vetted fact sheets, social marketing training, evaluation training, brand logo, style and usage guide, promotional items<sup>xxiv</sup>

**680 Facebook posts**<sup>xxv</sup>

**680 Twitter posts**<sup>xxvi</sup>

**2 Public Information Officer briefings,** Puget Sound wide

***Puget Sound Starts Here*** has been featured on CNN's Comcast Newsmakers<sup>xxvii</sup>

***Puget Sound Starts Here*** has been featured on KIRO-7 Better Northwest<sup>xxviii</sup>

***Puget Sound Starts Here*** has been featured on KING-5 New Day Northwest<sup>xxix</sup>

**Drain Rangers:** One of the campaign website's most popular features, a program featuring kids activities, a Drain Rangers kit with a badge, Ranger certificate, and a pledge

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<sup>i</sup> Puget Sound Partnership data, April 2010

<sup>ii</sup> STORM data

<sup>iii</sup> STORM/Merlino Bauer Media data

<sup>iv</sup> Estimate based on viewership modeling, STORM/Merlino Bauer Media data

<sup>v</sup> Estimate based on viewership modeling, STORM/Merlino Bauer Media data

<sup>vi</sup> STORM/Merlino Bauer Media data

<sup>vii</sup> Puget Sound Partnership data

<sup>viii</sup> Snohomish County/Puget Sound Partnership data, June 2010

<sup>ix</sup> Puget Sound Partnership data

<sup>x</sup> Snohomish County/Puget Sound Partnership data

<sup>xi</sup> Puget Sound Partnership data

<sup>xii</sup> Puget Sound Partnership data, June 2010

<sup>xiii</sup> City of Tacoma, STORM, Snohomish County data

<sup>xiv</sup> City of Seattle data

<sup>xv</sup> City of Tacoma data

<sup>xvi</sup> Kitsap County data

<sup>xvii</sup> Puget Sound Partnership data, June 2010

<sup>xviii</sup> Puget Sound Partnership data, June 2010

<sup>xix</sup> Kitsap County data

<sup>xx</sup> Puget Sound Partnership data

<sup>xxi</sup> Puget Sound Partnership data, June 2010

<sup>xxii</sup> Puget Sound Partnership data, June 2010

<sup>xxiii</sup> Puget Sound Partnership data, June 2010

<sup>xxiv</sup> Puget Sound Partnership data, June 2010

<sup>xxv</sup> Puget Sound Partnership data, June 2010

<sup>xxvi</sup> Puget Sound Partnership data, June 2010

<sup>xxvii</sup> Lynda Ransley interview, April 2010

<sup>xxviii</sup> Doug Rice interview, 8 October 2009

<sup>xxix</sup> Doug Navetski World Ocean Day interview, 8 June 2010